

# The Role of Intrinsic and Extrinsic Quality Attributes of Makassar Traditional Food as a Culinary Tourism Attraction

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**Abstract.** *The interest in the growth of culinary tourism in Makassar City, which has a lot of potential, is the foundation of this study. Analyzing how people perceive the quality of traditional food products is the aim of this study. Specifically, we look at how people perceive the quality of intrinsic attributes (like color, taste, smell, and appearance) and extrinsic attributes (like brand, denomination of origin, and image of traditional products) in relation to the most popular government-provided tourist attractions. However, there is still a lack of promotion of traditional food on government tourism sites. These are the justifications for conducting this investigation. Tourists who visited the culinary icon via random sample served as the study's subjects. The questionnaire approach was used to obtain data. Additionally, research data collected via documentation and questionnaires was examined, coded, validated, and tabulated for analysis. The study's findings suggest that both internal and extrinsic quality have an impact on culinary tourism visits. Makassar City's traditional cuisine can satisfy the requirements that are categorized into menu items that can be served as drinks, appetizers, main dishes, and desserts.*

**Keywords:** *Quality, Traditional Food, Culinary Tourism*

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## INTRODUCTION

Food intake during a visitor's stay is an integral part of the experience of visiting to a tourist area (Quan & Wang, 2004). Since food plays a significant role in vacations, dining out is frequently a top tourist activity (Lin et al. 2020; Cohen & Avieli, 2004). The technical, quantifiable, and verifiable aspects of the process, product/service, and quality control are referred to as objective quality. The consumer's value judgment or perception of quality is referred to as subjective or perceived quality. Accordingly, Stone-Romero et al. (1997); Stylidis et al., (2020); Oude & Van (1995) think about dividing the idea of perceived quality into two categories of elements that let customers assess the product.

Consumers currently base their decisions to purchase traditional food products on a multi-attribute scheme that can be divided into two primary groups: extrinsic attributes/cues (such as brand, designation of origin, and traditional product image) and intrinsic attributes (such as color, taste, smell, and appearance). Along with the evolution of the era in which society has interacted with the outside world, Indonesians in general and Makassar in particular have been consuming a wider variety of food types, including both local and foreign cuisine commonly referred to as fast food, such as pizza, hamburgers, fried chicken, and others. A variety of foods from America, Europe, and 478 other nations. attempts to raise the standard of

traditional cuisine, which is still largely underappreciated today. In actuality, cuisine across the archipelago is highly nutritious and diversified when evaluated from this perspective. Therefore, in order to prevent traditional food from going extinct and being forgotten by people, its prospects must be maintained. This is due to the fact that one of the cultural treasures that must be conserved is traditional cuisine (Rusmaniah et al., 2022; Apriliani & Mustika, 2013; Krisnadi, 2018; Lestari et al., 2024).

The community seems to undervalue traditional food aside from its primary function. Conversely, locals prefer to eat cuisine from mass-marketed multinational restaurant chains like McDonald's. Wijaya (2019) and Wijaya et al. (2017) said that, Although the global influence of Indonesian food reflects the country's great ethnic diversity, locals do not consider it particularly noteworthy. This is made worse by the continued lack of focus on promoting traditional cuisine on government tourism destinations. In actuality, the most well-liked tourism attractions provided by the government are natural resources and cultural heritage (Wahyuni, 2021; Noho et al., 2020).

According to Harsana & Triwidayati (2020); Jaya & Suranata (2024); Zahrulianingdyah (2018); Rini et al. (2025) Traditional culinary goods, such as food and drink, are valuable commodities in the travel and tourism sector. Food and drink have the potential to contribute 19.33% of the tourism industry's overall revenue, particularly from international visitors. After lodging, which accounts for 38.48% of all foreign visitor spending, food and drink expenditures rank second in terms of size. A significant component of the travel experience is food (Wijayanti, 2020; Suroto, 2023; Murni, 2023). Spending on culinary tourism accounts for 28% of overall tourism spending in San Francisco and 25.5% in New Mexico. This percentage demonstrates how significant food and beverage spending is to tourism-related activities. In Bali, 12% of tourism-related spending goes toward food and drink (Fandeli, 2002).

## LITERATURE REVIEW

### Intrinsic Attributes and Extrinsic Attributes

Intrinsic attributes are related to the physical aspects of a product color, taste, shape and However, external characteristics such as the product's name, quality stamp, price, country of origin, shop, packaging, and production details are connected to the product but not to its physical component (Dawar & Parker, 1994). Four categories of food quality are distinguished by Olsen et al. (2008) and Espejel et al. (2007): user-oriented, process-oriented, product-oriented, and quality control: (1) All physical product attributes that collectively give an accurate description of a specific food product are included in product-oriented quality; (2) The description of a food product is part of process-oriented quality. Information regarding the processes employed in the product's manufacturing is provided via descriptions based on these factors. The physical characteristics of the product are not always affected by these factors; (3) Quality control establishes the requirements that a product must fulfill to be authorized for a particular quality class; (4) The subjective assessment of quality from the viewpoint of the user (end-user or retailer) is known as user-oriented quality.

Since quality is determined by the consumer's perspective rather than by the attributes of the product, the consumer food quality model has recently come to be recognized as a perceived quality model (Grunert et al., 2004). For conventional food producers, product quality is becoming a more crucial consideration. In actuality, it has become a market opportunity for quality. According to Karsono et al. (2021), a particular branding technique is the utilization of characteristics associated with the product's place of origin to differentiate it. The location of origin, which has related regional customs, knowledge, and a suitable climate, is a unique asset that serves as the foundation for product differentiation in the case of protected designations of origin.

### Culinary Tour

The word "culinary" refers to a subset of gastronomy. Cooking is referred to as culinary, and the terms are interchangeable. From street food sellers to upscale eateries and cafes, a wide range of standard menu items, both classic and updated, are offered. Gastronomy tourism is a larger category of tourism that includes culinary tourism. A recent development in the travel industry is gastronomy tourism. Gastronomy is the art or endeavor of locating high-quality food, encompassing cultural diversity or cooking methods as well as food selection, preparation, serving, and enjoyment. A trip that uses food and its surroundings as tourist attractions is known as culinary tourism. The tourism sector that deals with the supply of food and drink, known as culinary tourism, is expanding quickly. This is due to the fact that tourists are currently traveling to tourist destinations in search of local delicacies. Travelers who seek out unusual and striking foods and beverages engage in culinary tourism (Fudyanto et al., 2025).

To put it another way, culinary tourism encompasses more than just the desire to sample delectable cuisine; it also involves the unique experiences and memories that result from doing so. In South Sulawesi, 5,567,097 tourists visited Makassar in 2018, according to Figures 2019. Due to the large number of tourists visiting South Sulawesi, particularly Makassar, there is a great chance to offer local cuisine, particularly Makassar cakes, to visitors. Traditional cuisine is one of the ten cultural components of tourism activities that draw visitors, according to Nadalipour et al. (2022). The inhabitants of Indonesia, particularly those in South Sulawesi, have had a rich cultural heritage since ancient times. Consuming and creating a range of foods to satisfy basic needs while adhering to regional eating customs is one facet of culture. Sudargo et al. (2022) defines eating habits as a person's or a group's behavior brought on by cultural pressure, food choices, and food consumption by making use of the variety of food types that are accessible in that area.

The local community culture that has been practiced from generation to generation has produced a variety of regional delicacies that are sometimes referred to as traditional meals. The existence of a wide range of traditional meals has demonstrated that food is not just something that may be consumed; it also includes eating customs specific to each region. Many have evolved or improved over time, despite being evaluated in terms of quality, diversity, and flavor. According to the above description, the study that will be carried out in this research will focus on how standardizing traditional cakes might help to improve culinary tourism, particularly when it comes to using local food resources.

## **METHODS**

The process of determining quality begins with the collection and categorization of indicators related to intrinsic qualities such as appearance, color, flavor, and presentation. Some of these attributes such as taste and aroma can only be fully appreciated during consumption, making it reasonable to assume that the perceived quality of intrinsic traits increases in the course of consumption. In this study, 150 randomly selected tourists visiting a culinary icon served as respondents. Data were collected through questionnaires and documentation, which were then examined, coded, validated, and tabulated for analysis. Traditional cuisine offers benefits not only through its distinctive processing and presentation but also through its rich variety of spices and essential ingredients. Beyond the food's taste, many traditional culinary products are prepared using heritage methods such as cooking in bamboo, wrapping in banana leaves, and employing presentation techniques that require specialized skills, enhancing their appeal as both tourist attractions and cultural experiences. The evaluation of Makassar City's culinary potential was carried out using several criteria: (1) product uniqueness, referring to the authenticity of traditional Makassar foods consumed by local residents; (2) economic potential and image, encompassing commercial enterprises and industries; (3) production methods, including the availability of materials, simplicity of production, and ingredient variations; and (4) distinctive features, such as unique flavors, suitability for general consumption (including religious aspects), compliance with health and nutritional standards, adherence to presentation guidelines, and cultural versatility in serving.

## RESULTS AND DICUSSION

The following steps were followed in order to test the aforementioned hypothesis. In order to quantify the perceived quality of intrinsic and extrinsic features, a scale was first developed by studying the opinions of a small number of visitors and consumers through group dynamics. The generated scale was shown to a number of outside marketing experts who are knowledgeable about food product-related difficulties in order to improve fit.

The survey components included appetizers, soups, main courses, desserts, and beverages. The survey data on respondents' preferences were conducted based on the type of dish group according to the research objectives so that the determined traditional cuisine could meet the elements of the internationally applicable menu framework. Regarding the premise, the findings demonstrated a strong and favorable correlation between culinary tourist visits and perceived quality as determined by intrinsic qualities. Consequently, the analysis provides enough proof to back up the following H1 and H2 hypotheses:

### Appetizer

Respondents' responses to appetizers indicate that 'Jalangkote' is a very popular culinary product. The distribution of the number of respondents' choices in the appetizer group can be seen as follows:

Table 1. Tourist Preferences for Traditional Culinary of Makassar City as Appetizers

No	Food Name	Total	Percentage
1	Jalangkote	65	43.33%
2	Otak-Otak	53	35.33%
3	Lumpia Makassar	17	11.33%
4	Lawara	15	10%
Total		150	

Source: Data Processing Results, 2019

### Soup

Respondents' responses to food in the Soup group show that Coto Mangkasara is a very popular culinary product. Authentic soup products with the city of Makassar are Coto Mangkasara and Pallubasa because they have a combination of peanut, milk and coconut flavors. The distribution of the number of respondents' choices in the soup group can be seen as follows:

Table 2. Tourist Preferences for Traditional Cuisine Makassar City as Soup

No	Food Name	Total	Percentage
1	Coto Makassar	78	52%
2	Pallubasa	61	40.66%
3	Sop Saudara	8	5%
4	Konro	3	2%
Total		150	

Source: Data Processing Results, 2019

### Main Course

The main course group whose main ingredients consist of meat, chicken, and fish. Respondents' preferences for food in this group show that 'Ikan Bakar Parape' is a culinary product that is very popular and the highest in the survey in terms of considerations of uniqueness of the process, cooking techniques, and presentation/serving. The distribution of the number of respondents' choices in the main course group can be seen as follows:

Table 3. Tourist Preferences for Traditional Culinary of Makassar City as Main Course

No	Food Name	Total	Percentage
1	Ikan Bakar Parape	54	36%
2	Bebek Goreng	38	25.33%
3	Ayam Rica-rica	33	22%
4	Pallu Kaloa	25	1,66%
Total		150	

Source: Data Processing Results, 2019

### Dessert

Respondents' responses to Dessert show that Sanggara Balanda is a culinary product that is very popular as a dessert. The distribution of the number of respondents' choices in the dessert group can be seen as follows:

Table 4. Tourist Preferences for Traditional Culinary of Makassar City as Dessert

No	Food Name	Total	Percentage
1	Sanggara Balanda	44	29.33%
2	Pisang Epe	41	27.33%
3	Cendolo	37	24.66%
4	Pisang Ijo	28	18,66%
Total		150	

Source: Data Processing Results, 2019

Therefore, there is a great deal of room for the development of Makassar City's traditional culinary potential, particularly if it is linked to tourism, which can not only generate interest in travel, regional and local income, employment opportunities, and business opportunities, but also serve as a means of conserving local culture, creating a more intelligent and healthy society, and promoting Makassar City to draw tourists. Given that the product's quality has been established, consumers are more likely to believe in traditional cuisine, cakes, and snacks due to the consolidated culinary's favorable image. Because of customer trust, it might not even be necessary to thoroughly examine the product's inherent qualities in this instance. In summary, customers will trust both intrinsic and extrinsic quality when they have had positive experiences in the past and are familiar with the quality that is highly valued.

### CONCLUSION

Quality factors are important because they explain the behavior of tourists/consumers in terms of intrinsic attributes and extrinsic attributes that influence culinary tourism. The attraction of culinary tourism in Makassar is the offer of various menu variations and serving times.

### SUGGESTION

Traditional culinary that meets the requirements and is in demand by tourists should be standardized so that it will become the standard for culinary products in Makassar. Traditional culinary in Makassar as an attraction for culinary tourism destinations, it is necessary to determine the icon of traditional culinary in Makassar so that these culinary products will always be known by the community, including tourists.

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